



VALUES STATEMENT

The City's Business is Service

*We are committed
to providing quality
service to our diverse
community in ways
that are helpful,
caring and responsive.*

Working Together to Serve

*We believe that the
success of our
organization depends
on the teamwork,
mutual trust and
honesty achieved
through commitment
to the
following values:*

Participation

*by citizens and City
team members in
setting and attaining
the City's goals.*

Loyalty

*to our community,
to this organization
and to each
team member.*

Communication

*with one another and
with citizens.*

Innovation

*in meeting the present
and future needs
of the City.*

Courtesy

*in all personal
relations.*

Responsibility

*as a team for efficient
and effective delivery
of services.*

Integrity

in everything we do.

Pride

*in our work, in our
dedication to public
service and in being
the best we can be.*

CITY MANAGER'S MESSAGE

The Strategic Plan 2010 established a vision for Long Beach that hundreds of individuals and organizations throughout the city helped to create. That vision reflects a community of neighborhoods focused on youth and education, with safety and economic opportunities for all, and a responsive, accountable government, in a healthy, green environment.

Achieving this vision takes an array of programs and services. These, in turn, must take into consideration the varying service level needs of our neighborhoods. In order to report on our progress towards the vision and goals outlined in the Strategic Plan, the City has partnered with the National Civic League (NCL) for assistance. The NCL, along with volunteer members from the community who make up the NCL Stakeholder Group, were able to identify desired outcomes based on the goals of the Strategic Plan. Through these efforts, and through the development of measures for other core public services, we will be able to track our progress as a community.

Increased transparency and accountability to Long Beach residents and businesses will become the hallmarks of our government and will provide access to the community for qualitative participation in the governance process. Transparency will reveal the complex decision-making processes and strategies required to deliver services to a City of over 460,000 diverse residents. Accountability will establish clear expectations for performance and



FROM LEFT, STANDING: JERRY MILLER, ACTING CITY MANAGER; CHRISTINE SHIPPEY, DEPUTY CITY MANAGER; FROM LEFT, SITTING: SUZANNE MASON, ACTING DEPUTY CITY MANAGER; REGINALD HARRISON, DEPUTY CITY MANAGER

link responsible departments to their results. With informed community input and continued fiscal discipline, the City will be able to increase its effectiveness in managing our precious public resources. We have begun an extensive outreach effort through public hearings, neighborhood meetings, citizen surveys, and e-government initiatives to listen to your opinions, suggestions, and concerns. The City will document and review all information gathered.

The City is prepared to ensure accountability in its operations. Every City department under the City Manager's authority has been fully

engaged in developing the Long Beach Plan during this past year. The Long Beach Plan is a multi-layered approach that aims to integrate various City initiatives and implement Strategic Plan actions that have not yet been addressed. Departmental strategic and business planning will result in a set of clear organizational goals and performance indicators by which residents can measure the effectiveness of the services delivered by City government. The City will further promote accountability through the annual Report to the Community as it evolves into a Scorecard utilizing comparable benchmarks to evaluate the quality and efficiency of City

MANY NEIGHBORHOODS – ONE CITY

services. Accordingly, the City will become more accountable to the policy makers and residents it serves.

Only through a truly mutual and collaborative effort on the part of neighborhood groups, the business community, non-profit service providers, residents, and government working together, will we achieve the Strategic Plan's declared goals to develop strong neighborhoods, enhance youth and education services, provide community safety, encourage business growth and workforce development, and to be a steward for the environment.

Building on the successes of 2000-2001, the City of Long Beach made great strides toward implementing the goals of the Strategic Plan. Just a few of the highlights for 2001-2002 included:

Business Growth and Workforce Development

- CityPlace and The Pike commercial projects are under construction to serve residents, downtown workers, and visitors, as well as to boost tourism and economic activity.
- The Long Beach Airport has allocated all of the commercial airline slots available under the City's strict noise ordinance, and is currently planning parking and facility enhancements to fulfill its obligations to passengers and its commercial partners.

- The Business Help Desk, a pilot project in Fiscal Year '02 in the Department of Planning and Building, has proven to successfully streamline the permitting process for local developers and businessmen.
- The Carnival Cruise Line facility, covering up to 7.8 acres including a 1,250-vehicle parking structure, is expected to open in spring of 2003. It is anticipated that it will draw 500,000 visitors per year.

Community Safety

- In the spring of 2003, the new Emergency Communications Operations Center (ECOC) will open and enhance our ability to plan for and respond to emergency situations community-wide.

- In 2001-2002, 40 new police officers were added to the force.
- The Police Department partnered with senior advisory groups and the Senior Police Partners to meet the needs of the older adult population.
- The Police Department participated in over 470 neighborhood, apartment and business watch events.

Education and Youth

- The Youth Opportunity Center has expanded its job placement activities and continues to provide job preparation and support services for disadvantaged youth through their School-to-Career

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THE PIKE AT RAINBOW HARBOR – LOCATED ADJACENT TO LONG BEACH AQUARIUM AND QUEENSWAY BAY HARBOR, THIS 350,000 SQ. FT. COMMERCIAL COMPLEX WILL CONTAIN ENTERTAINMENT, RETAIL AND RESTAURANT SPACE. ANTICIPATED OPENING IS FALL OF 2003.

CITY MANAGER'S MESSAGE

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Consortium and Summer Youth Employment Programs.

- The City has worked with community-based agencies to develop a comprehensive Childcare Master Plan to improve the health of our children, and to provide programs for Teen Pregnancy Prevention and Healthy Families.

- Family Learning Centers are operational at all 12 library sites and provided assistance to 40,000 students and their families.

Neighborhood Development

- The City assisted in the preservation of 528 affordable housing units in North Long Beach.

- The Leadership Academy and the Neighborhood Leadership Program are in place, augmented with weekly and bi-monthly workshops to assist neighborhood leaders build critical skills to increase public participation in government.

- The Neighborhood Improvement Program and the rehabilitation loan programs continue to stimulate housing improvements and physical revitalization in low-income neighborhoods.

- The residential and commercial mixed-use Camden development is underway to enhance housing and economic opportunities downtown.

Environmental

- Long Beach became the first large city in California to be certified by the California Integrated Waste Management Board (CIWMB) for meeting the State's 50% solid waste diversion requirements.

- The Open Space and Recreation Element of the General Plan was revised for the first time in 20 years and, after many public hearings, was approved by the City Council.

- Long Beach Energy implemented a solar electric program, including a solar demonstration system at the Nature Center and a residential solar rebate program.

Network Technology

- The Parks, Recreation and Marine Department has used technology to increase public accessibility to services, and offers 21 classes over the Internet. On-line registration is now available for recreational classes and public-use computers have been installed at eight sites.

Other Significant Accomplishments

- The 2002 Employee Charity Drive resulted in over \$200,000 collected for local community groups. Employees also donated approximately 10,000 hours of service to various community organizations.

- Book Week, a citywide festival of reading, was created by the City of Long Beach Libraries and the Library Foundation. Over 35,000 residents and over 60 organizations participated.

Mayor Beverly O'Neill recently quoted President Franklin Roosevelt. We think it deserves repeating. *"The only limit to our realization of tomorrow will be our doubts of today. Let us move forward with strong and active faith."*

It is with this spirit that we, as your government, will utilize our community assets, and through partnership and cooperation, maintain the highest quality services for our residents. You have read of the many accomplishments achieved by your government working together with you; however, much more needs to be done. We look forward to enhanced public dialogue, invigorated through increased transparency and accountability between your government and you. This will provide the critical conduit for information, outreach, and meaningful interaction. Together, and only together, we will succeed. We look forward to working with you to meet these challenges.

Sincerely,



Gerald R. Miller
Acting City Manager

FOR YOUR INFORMATION

CITY ATTRACTIONS AND POINTS OF INTEREST

Aqualink "Get-Around" Water Bus
(562) 591-2301

Belmont Plaza Olympic Pool and Pier
Pool: (562) 570-1806

Bikestation
(562) 733-0106

Catalina Island
Catalina Express
(800) 481-3470
Island Express Helicopters
(310) 510-2525

Earl Burns Miller Japanese Gardens
California State University
(562) 985-8885

El Dorado Nature Center
(562) 570-1745

Farmer's Market
Downtown: Fridays only
(310) 781-2020

Gondola Get-Away
(562) 433-9595

Historic Long Beach Walking Tours
Long Beach Heritage Assoc.
(562) 493-7019

Historical Society of Long Beach Gallery and Archives
(562) 495-1210

International City Theater
(562) 436-4610

Long Beach Aquarium of the Pacific
(562) 590-3100

Long Beach Convention and Visitors Bureau
(562) 436-3645

Long Beach Museum of Art
(562) 439-2119

Long Beach Ice Dogs Professional Hockey
(562) 423-3647

Long Beach Symphony Orchestra
(562) 436-3203

Museum of Latin American Art
(562) 437-1689

Port of Long Beach
(562) 437-0041

The Queen Mary
(562) 435-3511

Rainbow Harbor & Lions Lighthouse for Sight
Downtown Long Beach

Rancho Los Alamitos
(562) 431-3541

Rancho Los Cerritos
(562) 570-1755

For information on Long Beach events, call (562) 570-5333

FACTS AND FIGURES

Incorporated: 1888

Area: 52.3 sq. mi.

Average Temperatures:

Jan.-March: 46°-67°

April-June: 55°-74°

July-Sept.: 63°-83°

Oct.-Dec.: 50°-73°

Population: 461,522

African-American – 14.5%

Asian – 11.9%

Caucasian/European – 33.1%

Hispanic – 35.8%

Native American/Alaskan – 0.4%

Native Hawaiian/

Pacific Islander – 1.2%

Other – 0.2%

Two or more races – 2.9%

Colleges/Universities: 2

Community Centers: 26

Golf Courses: 5

Hospitals: 6

Libraries: 12

Miles of Beaches: 6.5

Miles of Bikeways: 35

Oil Wells: 2,045

Parks: 88

Parkland Acreage: 2,126

Beach Acreage: 541

Navigable Waterways Acreage: 373

Long Beach Internet Address:
<http://www.ci.long-beach.ca.us>

BUSINESS GROWTH AND WORKFORCE DEVELOPMENT



COMMUNITY DEVELOPMENT GOALS

■ Develop/improve residential, commercial and industrial buildings and property.

■ Stimulate/strengthen local and regional economy.

■ Provide opportunities for Long Beach residents to improve their social well-being.

WHAT YOU SAID	WHAT WE'VE DONE
Develop a comprehensive economic development plan to be overseen by the Economic Development Commission.	<ul style="list-style-type: none"> ■ A citywide Economic Development Plan was initiated through the Economic Development Commission in an effort to retain, expand and attract business throughout Long Beach. ■ The City worked closely with Boeing to refine the conceptual plan for its PacificCenter mixed-use development. ■ Two "Red Teams" are in place to attract and retain new business. ■ A Diversity Outreach Program was implemented to assist disadvantaged, minority- and women-owned enterprises that do business with the City of Long Beach.
Expand Long Beach Airport Business opportunities, but only within existing noise ordinances.	<ul style="list-style-type: none"> ■ The Airport is using its forty-one slots providing nonstop flights to Las Vegas, Salt Lake City, Oakland, Phoenix, Washington D.C., Chicago, New York and Seattle.
Complete the Queensway Bay Project and create other tourist attractions.	<ul style="list-style-type: none"> ■ Groundbreaking on The Pike at Rainbow Harbor, and the Carnival Cruise Line facility will boost economy in the near future. The Aquarium added its popular Shark Exhibit.

WHAT YOU CAN DO

- Take advantage of the small business workshops put on by the City of Long Beach.
- Hire local students for intern positions at your business.
- Create or join your neighborhood business association.
- Join the Long Beach Area Chamber of Commerce.
- Buy and fly Long Beach. Support Long Beach businesses.
- Contact the City's Diversity Officer for support and information.



CITYPLACE OPENED 454,000 SQUARE FEET OF NEW RETAIL SPACE IN NOVEMBER 2003. WALMART, NORDSTROM RACK AND ROSS "DRESS FOR LESS" ARE JUST A FEW OF THE STORES THAT WILL PROVIDE GREAT SHOPPING FOR THE RESIDENTS OF THE GREATER LONG BEACH AREA. THIS NEW DEVELOPMENT IS GENERALLY BOUNDED BY 3RD STREET ON THE SOUTH, PINE AVE. ON THE WEST, 6TH ST. ON THE NORTH AND ELM ST. ON THE EAST. LONG BEACH BLVD. BISECTS THE TWO SITES. THE DEVELOPMENT WILL INCLUDE 350 RESIDENTIAL UNITS. PLANS FOR THE CONDOMINIUMS ALONG 4TH AND ELM AND THE 3RD STREET RESIDENTIAL/RETAIL SITE HAVE BEEN SUBMITTED TO THE REDEVELOPMENT AGENCY.

RESOURCES

■ Workforce Development Bureau
562-570-3865
www.longbeach.gov

■ Career Transition Center
562-570-3700
www.longbeach.gov

■ Youth Opportunity Center
562-570-4700
www.longbeach.gov

■ Commercial and Retail Development Division
562-570-3871
www.longbeach.gov

■ Diversity Outreach Officer
562-570-6462 www.longbeach.gov

COMMUNITY SAFETY

POLICE DEPARTMENT GOALS

Reduce criminal activity in Long Beach.

Improve the quality of life through proactive enforcement.

Partner with the community to help provide a safe city.

Provide timely and courteous customer service to all of our clients.



IN 2002, LONG BEACH POLICE DEPARTMENT ADDED A PORT SECURITY UNIT TO ITS FORCE.

WHAT YOU SAID	WHAT WE'VE DONE
Understand the special needs of the neighborhoods.	<ul style="list-style-type: none"> To better service neighborhoods, the Long Beach Police Department is fully decentralized in all geographic divisions including several storefronts and Police Athletic League facilities. The Department of Health and Human Services (DHHS) operated the Multi-Service Center, bringing together 14 agencies under one roof to provide comprehensive services to homeless individuals and families. The Child Abuse Response Team (CART) provides 24-hour on-call service to youth and their families.

WHAT YOU SAID	WHAT WE'VE DONE
Encourage public involvement in public safety.	<ul style="list-style-type: none"> The Chief of Police met regularly with 15 Chief Advisory Groups and held monthly crime prevention meetings city-wide. An increased gang intervention and park ranger staff presence has been instituted at pools and parks; youth sports, games and teen dances have been instituted to steer youth away from gang involvement. The Gang Intervention and Prevention Program and the Future Generations Youth Center provide employment training and referral services to youth, requiring the completion of an educational component to qualify for program access. The Community Health Leadership Program and the Community Code Enforcement Program continue to help residents identify and resolve code enforcement violations and unhealthy living conditions in their neighborhoods. The Department of Health and Human Services (DHHS) formed the Family Violence Prevention Alliance, which developed a strategic plan to further address local family and domestic violence issues.
Maintain strong emergency preparedness.	<ul style="list-style-type: none"> A Terrorism Working Group, a Citywide Disaster Preparedness Committee and a Bio-Terrorism Preparedness Plan have been created to support the City's disaster efforts. Over 1,300 community members and local employees have been trained by the Fire Department through the Community Emergency Response Team (CERT) program to assist with emergencies in their neighborhoods or places of business.

FIRE DEPARTMENT GOALS

Save lives and property by responding effectively to emergencies.

Save lives and property by providing effective prevention, education and preparedness services.



EACH YEAR LONG BEACH FIRE DEPARTMENT RESPONDS TO OVER 50,000 CALLS FOR EMERGENCY SERVICES.



COMMUNITY SAFETY

CONTINUED

HEALTH AND HUMAN SERVICES GOALS

- Promote healthy behaviors to prevent the spread of communicable disease and improve the health of the community.
- Identify and improve environmental conditions impacting the public's health.
- Promote social well-being and improve the general conditions of the community.
- Protect the community from injury, disease, and nuisances caused by animals.

WHAT YOU CAN DO

- In a non-threatening situation, seek to resolve problems with neighbors first.
- Encourage your neighbors to join you in forming a Community Emergency Response Team (CERT).
- Always lock your doors and windows when home alone.
- Speak out and report crimes to assist with an investigation.
- Report drug dealing in your neighborhood.
- Get to know your neighbors.
- Attend Neighborhood Watch meetings.



RESOURCES

- Emergencies: 911
- Police Non-Emergency or Emergency via Cell Phone: 562-435-6711
www.longbeachpd.org
- Fire Non-Emergency or Emergency via Cell Phone: 562-436-8211
www.ci.long-beach.ca.us/fire
- Neighborhood Watch: 562-570-7095
- Gang Graffiti Hotline: 562-570-2700 #1
- Citizen Police Complaint Commission: 562-570-6891
- Community Emergency Response Team 562-570-2557

EDUCATION AND YOUTH



WHAT YOU SAID

Focus on after school programming for youth

Develop and provide information for youth and families on available services and programs

Improve the health (physical, mental and dental) of youth each year

Increase the number of family-friendly facilities that provide resources and opportunities for development

Increase youth engagement in productive activities and increase the number of safe places for youth

WHAT WE'VE DONE

- Mobile Parks with skateboard and recreation amenities. Over 10,500 youth participated.
- After school, summer and winter recreation programs for all children with 106,500 participants at parks and 84,000 at school sites.

- Teen Yellow Pages with list of teen activities
- Two new neighborhood libraries, Mark Twain and North, are under development and will replace facilities built in the 1950s.
- The longbeachyouth.org website provides youth and their families with comprehensive information on available services and programs.

- Immunization Programs for youth that resulted in 2,771 immunizations youth under the age of 18.

- Over 41,000 contacts were made at Family Learning Centers at libraries throughout the city.

- Established Teen Centers with 60,000 participants.



LIBRARY SERVICES GOALS

- Increase youth and adult literacy.
- Enhance the community's ability to access information to meet educational, recreational and cultural needs.
- Ensure that the level of resource materials meet the needs of a highly diverse public.
- Provide library facilities that are safe, accessible and responsive to the community's changing needs.

EDUCATION
AND YOUTH
CONTINUED

WHAT YOU CAN DO



- Become a member of your child's Parent/Teacher Association.
- Take a class offered by Parks, Recreation and Marine.
- Teens - Become a volunteer and visit Teen Centers.
- Become a library volunteer.
- Get a library card.
- Coach a team.
- Use the Family Resource Centers at City Libraries.
- Get your child immunized.
- Read a book.
- Ensure that your child eats nutritional meals.
- Tutor a child.

PARKS, RECREATION
AND MARINE GOALS

■
Ensure open space, parks, and recreational facilities meet community needs.

■
Ensure City parks and recreational facilities provide a positive experience and image.

■
Ensure recreational programming, leisure opportunities, and community services meet the diverse needs and interests of residents and visitors.

■
Ensure beaches, waterways, and marine amenities are accessible and provide a positive experience and image.

■
Ensure marinas are fiscally sound and meet boat owner and community needs.



EL DORADO NATURE CENTER OFFERS SCENIC NATURE WALKS FOR RESIDENTS.



BLUFF PARK IS A FAVORITE FOR ARTISTS AND KITE ENTHUSIASTS.

RESOURCES

- Family Learning Centers:
www.lbpl.org/flc.html
- Teen Centers/Teen Outreach Program:
www.lbparks.org/facilities/teencenters
- Youth Recreational Activities:
www.lbparks.org/recs_programs/youthprograms
- Childcare Coordinator: 562-570-4245
- Youth Health Services – Maternal and Adolescent Health:
800-832-2307

NEIGHBORHOOD DEVELOPMENT



PLANNING AND
BUILDING GOALS

■
To ensure that buildings and properties in Long Beach are built and operated safely for residents, businesses and visitors.

■
To ensure that buildings and properties in Long Beach maintain their quality and value over time.

■
To ensure that development in Long Beach is planned and designed so that it does not negatively impact the natural and built environment.

■
To ensure that construction regulatory activities and operations in Long Beach create a friendly business environment.

WHAT YOU SAID	WHAT WE'VE DONE
<i>Increase understanding and appreciation for all people and improve cooperation between ethnic groups and neighborhoods</i>	■ The Human Dignity Program and Hate Crime Response Team continue to mitigate prejudice, discrimination, and stereotyping in the community.
<i>Access to services, information and other neighborhood groups</i>	■ The Planning and Building Department publishes a Red Book of all Neighborhood Associations.
<i>Improved identity, pride, beauty and physical condition in the neighborhoods</i>	■ The Neighborhood Partners Program provides \$5,000 in matching grants to neighborhood organizations to assist in the development of neighborhood identity through signage, murals, artwork and banners. ■ The Historic Preservation Officer and Cultural Heritage Commission recently designated several neighborhoods as historic areas and provided customized street signage to promote neighborhood appreciation.

NEIGHBORHOOD
DEVELOPMENT

CONTINUED



LOCATED AT THE SOUTHWEST CORNER 4TH STREET & ALAMITOS AVENUE, THIS DEVELOPMENT WILL TURN A VACANT LOT INTO 34-UNIT LOFT APARTMENTS, 6,400 SQUARE FEET OF RETAIL SPACE AND A TWO-LEVEL, 118-PARKING SPACE GARAGE. CONSTRUCTION BEGAN IN JUNE 2002.

WHAT YOU SAID	WHAT WE'VE DONE
Engagement and participation in the community	<div><div></div>The Neighborhood Resource Center provides neighborhood problem solving seminars, grant writing assistance and access to resources necessary to conduct neighborhood meetings and community-cleanups.</div> <div><div></div>The E-Government Strategic Plan was finalized to increase access to City Government and promote citizen participation, initiating the development of a community portal on the Internet to bring information on community, business and City resources into one location.</div>
Increase community code and law enforcement to remove blight	<div><div></div>The Neighborhood Services Bureau assisted with 300 neighborhood street and alley cleanups.</div>
Improve the quality and availability of neighborhood housing	<div><div></div>A new community-lending program was implemented with a \$1 million loan from the EDA.</div> <div><div></div>Ten of 38 artist loft-housing units were completed in the East Village Arts District.</div>

WHAT YOU CAN DO

- Keep property and alleys clean.
- Call for special waste pick-ups when needed.
- Organize and/or participate in a Neighborhood Association.
- Get to know your neighbors.
- Attend cultural and art events in your neighborhood.
- Appreciate other cultures in your neighborhood.
- Report graffiti.
- Plant flowers and trees.
- Volunteer in your neighborhood.



THE PARK AT HARBOR VIEW IS LOCATED SOUTH OF OCEAN BOULEVARD, WEST OF PINE AVENUE, AND ACROSS FROM THE LONG BEACH CONVENTION CENTER. PHASE I OF THE DEVELOPMENT IS UNDERWAY AND WILL FEATURE 538 LUXURY APARTMENTS AND 26,000 SQUARE FEET OF RETAIL SPACE IN SIX BUILDINGS. THE COMPLEX WILL HAVE A TWO-LEVEL, 1,500-SPACE SUBTERRANEAN PARKING GARAGE. THE FIRST OCCUPANCIES ARE ANTICIPATED IN MID-2003, WITH COMPLETION OF PHASE I SCHEDULED FOR LATE 2003.

RESOURCES

Neighborhood Watch:
562-570-7095

Community Code Enforcement:
562-520-6399

Graffiti Abatement Hotline:
562-570-2773

Neighborhood Nuisance
Abatement Program:
562-570-5097

Neighborhood Resource Center:
562-570-1010

ENVIRONMENTAL



PUBLIC WORKS GOALS

Provide safe, reliable and convenient transportation systems.

Preserve and enhance the value and environmental quality of vital City infrastructure.

Provide for the safe, sustainable and efficient operation of public facilities.

Provide timely and courteous customer service to all our clients.

WHAT YOU SAID	WHAT WE'VE DONE
Add open space, places to play and greenbelts	<ul style="list-style-type: none"> To increase open space in high-density neighborhoods, a Mini-Park Development program was initiated. The Miracle on 4th Street Park was the first to be completed. Thirteen more sites are underway. Forty-acres of underdeveloped land was acquired in the Wrigley Area for future park use. Long Beach Unified School District and the City are enhancing the aesthetic and environmental value of school sites by developing greening projects at schools, coordinating park naturalist visits to classrooms, and expanding the Discover Long Beach Parks program from five schools to ten.
Clean our beaches and waterways	<ul style="list-style-type: none"> A 24-hour Water Quality Information Beach Advisory Hotline (562) 570-4199 is in effect to provide weekly water quality test results and beach closure information to the public. Water pollution traps were acquired for the City storm drains.
Offer transportation that is focused on people	<ul style="list-style-type: none"> Expansion of alternative modes of transportation, including Bikestation, Blue Line, bus and water shuttles.

WHAT YOU SAID	WHAT WE'VE DONE
Conserve our resources	<ul style="list-style-type: none"> A new volunteer program called Sharing Nature in the City was initiated to promote education, awareness and involvement regarding the environment. The Oil Properties Department conducted environmental monitoring of the Wilmington oil field to ensure that all regulatory statutes were met or exceeded.
Utilize alternative energy and educate residents to the benefits	<ul style="list-style-type: none"> The Fleet Bureau of Long Beach Energy is in the process of purchasing 32 dual-fuel refuse haulers, 19 dedicated natural gas-fueled street sweepers, and one electric vehicle to meet AQMD standards for alternate-fuel vehicles.



SOLAR PANELS, SOLAR CARS, BIKES AND SCOOTERS ARE FEATURED AT THE LONG BEACH BIKESTATION. LONG BEACH IS PROUD TO PROVIDE ALTERNATIVE TRANSPORTATION SOURCES.



OIL PROPERTIES GOALS

Protect the environment and ensure safe working conditions by proactive management of oil properties.

Ensure that the City's assets are profitable and properly maintained.

Ensure oil operations adhere to all agreements, processes and public policy.

LONG BEACH ENERGY GOALS

Provide safe, reliable, and cost effective energy to the citizens and businesses of Long Beach.

Ensure that Long Beach is a clean, healthy, and attractive place in which to live, visit and work by maintaining the City free of refuse and debris in an environmentally friendly manner.

Provide safe, reliable, and cost effective equipment so that City departments can accomplish their goals.

ENVIRONMENTAL
CONTINUED

WHAT YOU CAN DO

- Reduce, reuse, recycle.
- Take a composting class.
- Take care of the tree in your parkway.
- Pick up after your pet.
- Participate in a beach/park clean-up.
- Put trash in proper receptacles and tell others to do the same.
- Use public transportation to get around town.



RESOURCES

- Long Beach Energy – Solar Rebate Program:
<http://wmirror.ci.long-beach.ca.us:8000/gas/energysaving/solarhandout.pdf>
- Long Beach Energy – Environmental Services Bureau:
<http://www.ci.longbeach.ca.us/irb/home/index.htm>
- To report illegal dumping, please call our Stormwater Pollution Prevention Hotline at (562) 570-DUMP (3867)
- Department of Health and Human Services – Water Quality Program:
http://www.ci.long-beach.ca.us/health/water_quality.html
For daily updates, please call our hotline at (562) 570-4199.



TECHNOLOGY SERVICES GOALS

- Increase access to City information and services through technology.
- Facilitate customers' effective use of technology.
- Reduce vehicle emissions in accordance with AQMD regulations.
- Ensure City-owned parking facilities are operated and maintained in a clean, safe, convenient and efficient manner.
- Dispose of City surplus assets in an efficient manner recovering maximum value.

NEIGHBORS COME TOGETHER TO PLANT TREES PROVIDED THROUGH A GRANT OBTAINED BY THE CITY'S NEIGHBORHOOD RESOURCE CENTER.

A SAMPLING OF AWARDS EARNED BY THE CITY OF LONG BEACH



FINANCIAL MANAGEMENT GOALS

- Ensure the safety and security of the City's assets.
- Provide financial resources necessary to support the goals and operations of City departments.
- Develop sound financial strategies for business decisions.
- Actively support the local business economy.

The Library's Family Learning Centers project received the prestigious 2002 California Cities Helen Putnam Award for Excellence in the category of Community Development and Public Involvement. This program, which reaches 35,000 students annually, provides homework assistance for students in grades K-8, access to computers and software for adults learning English. Supported by corporate and private sponsors, the program is a partnership among the city, its library foundation, LBUSD, and CSULB.

2001-2002 Golden Web Award:
International Association of Webmaster and Designers

Bikestation, a downtown bicycle-parking facility, in association with Calstart/Westart, Flexcar and Long Beach Energy earned a *Clean Air Award* from the South Coast Air Quality Management District for its innovative vehicle-sharing program, City Wheels. Information: www.bikestation.org

Volunteer Extraordinaire Award from the Los Angeles County Community and Senior Services Area Agency on Aging.

Los Angeles County and State of California legislative commendations for support to the Filipino community.

AWARDS CONTINUED



HUMAN RESOURCES GOALS

■
To support a stable, diverse and productive workforce for the City operations.

■
To protect City assets and ensure a safe and accessible environment for the workforce and the public.

CITY MANAGER GOALS

■
Restore public trust in the community's law enforcement agency.

■
Abate nuisance activities in the community.

■
Ensure external intergovernmental activities positively impact the City.

■
Eliminate hate crimes in the City.

Cancer Control Volunteer of the Year Award from the Long Beach Chapter of the American Cancer Society; and Exemplary Educational Partner Award from the Long Beach Unified School District.

Achievement Award from the State Department of Toxic Substances Control for implementing a hazardous materials education program.

Home Town Television received a second place award in the "Public Health" category and a third place award in the "Profile of a City/County Department" category for the program "Healthy Long Beach," which features the services provided by our Health and Human Services Department.

The California Integrated Waste Management Board (CIWMB) recognized the City of Long Beach for being the largest City in California to exceed a 50 percent recycling rate.

Recognition in Western Cities Magazine, LA Times, Sunset Magazine, City & Counties magazines.

The Financial Management Department upgraded the Interactive Voice Response (IVR) System, providing customers with access twenty-four hours, seven-days-a-week, to their utility payment information giving them the convenience to pay any time day or night with their credit card.

Eugene Zeller, Director of Planning and Building, was selected to the prestigious Underwriters Laboratories (UL), an independent safety certification organization that has been testing products for more than 107 years. More than 18 billion UL Marks appear on products.